

THERE IS NOTHING ON THE SCREEN TO MATCH IT!

THE LONG SHIPS



COLUMBIA PICTURES PRESENTS RICHARD WIDMARK / SIDNEY POITIER / RUSS TAMBLYN / ROSANNA SCHIAFFINO / OSCAR HOMOLKA / "THE LONG SHIPS"

CO-STARRING Edward Judd / Lionel Jeffries / Beba Loncar / SCREENPLAY BY Berkely Mather and Beverley Cross / Based on the novel by Frans Bengtsson / Produced by Irving Allen / Directed by Jack Cardiff / A Warwick-Avala Production / TECHNICOLOR® / TECHNIRAMA®

'The Long Ships' is Sidney Poitier's first picture since winning the Academy Award as Best Actor of the Year. Advertising and publicity take advantage of the fact. Be sure your displays, promotions and other showmanship also call attention to Sidney Poitier, Best Actor of the Year

The Cast

Rolfe	Richard Widmark	Gerda	Beba Loncar
El Mansuh	Sidney Poitier	King Harald	Clifford Evans
Aminah	Rosanna Schiaffino	Rykka	Colin Blakely
Orm	Russ Tamblyn	Vahlin	Gordon Jackson
Krok	Oscar Homolka	Olla	David Lodge
Aziz	Lionel Jeffries	Raschid	Paul Stassino
Sven	Edward Judd	Ylva	Jeanne Moody

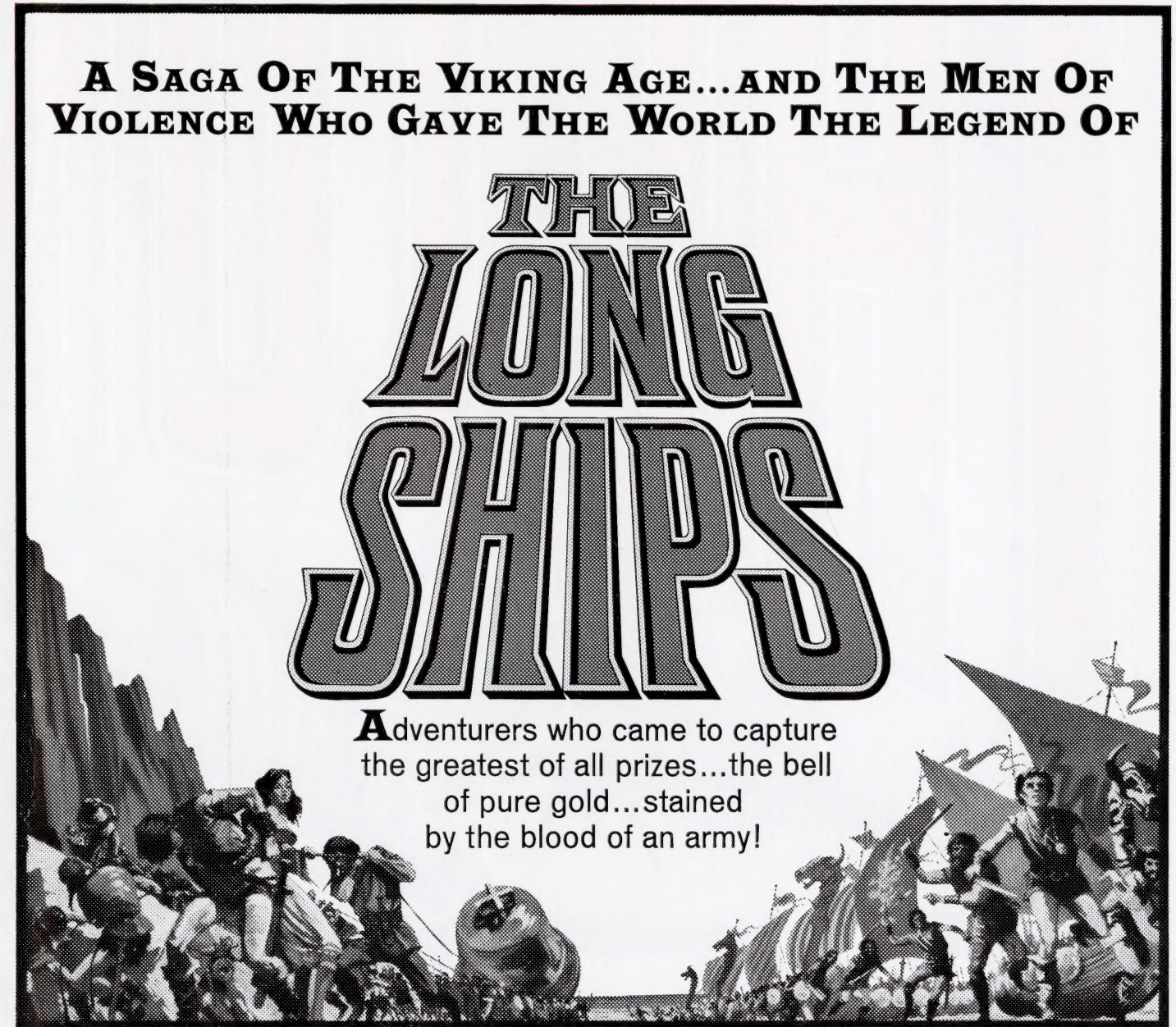
The Credits

Screenplay by Berkely Mather and Beverley Cross; based on the novel by Frans Bengtsson; Director, Jack Cardiff; Assistant Director, Bluey Hill; Associate Producer, Denis O'Dell; Production Manager, David W. Orton; Director of Photography, Christopher Challis; Cameraman, Austin Dempster; Continuity, Angela Allen; Sound, Paddy Cunningham; Art Director, John Hoesli; Editor, Geoff Foot; Costume Designer, Anthony Mendleson; 2nd Unit Director, Cliff Lyons; Make-Up, Neville Smallwood; Hairdresser, A. R. Scott; Wardrobe, Ron Beck; Technical Adviser, Erik Kiersgaard. Photographed in Technicolor® and Technirama®. Produced by Irving Allen. A Warwick-Avala Production. A Columbia Pictures release.

The Story

(Not for Publication) A thousand years ago, Viking adventurer Rolfe returns from his voyaging to tell his father Krok, Thane of Scandia, and his younger brother Orm that he knows the location of the long-lost Golden Bell of St. James, fashioned from the gold the Crusaders had looted in Byzantium. Rolfe and Orm kidnap Princess Gerda, whom Orm loves, and use her as hostage when they steal a new Long Ship from her father, King Harald. Harald and his nobles follow in desperate pursuit. When a whirlpool wrecks their Long Ship near the Golden Bell; Rolfe and the others are captured by Shiekh El Mansuh, who also is seeking the missing treasure. El Mansuh takes Gerda into his harem, to the anger of his chief wife Aminah, and sends the other Vikings to the dungeon. When they escape and wreck his harem, El Mansuh orders the death of Rolfe by torture; Aminah intervenes. The Shiekh agrees with her that only Rolfe and the Vikings can sail their repaired Long Ship past the whirlpool to the Golden Bell. While they are recovering the treasure, pursuing King Harald captures El Mansuh's stronghold. El Mansuh and Aminah are among those who die in the subsequent fighting. Gerda and Orm are together at last, and King Harald, happy in possession of the Golden Bell, even forgives Rolfe. More, he listens happily to Rolfe's story of the long-lost Three Crowns of the Saxon Kings, one of which reportedly has a diamond as big as the egg of a seagull. . . .

Running Time: 126 minutes

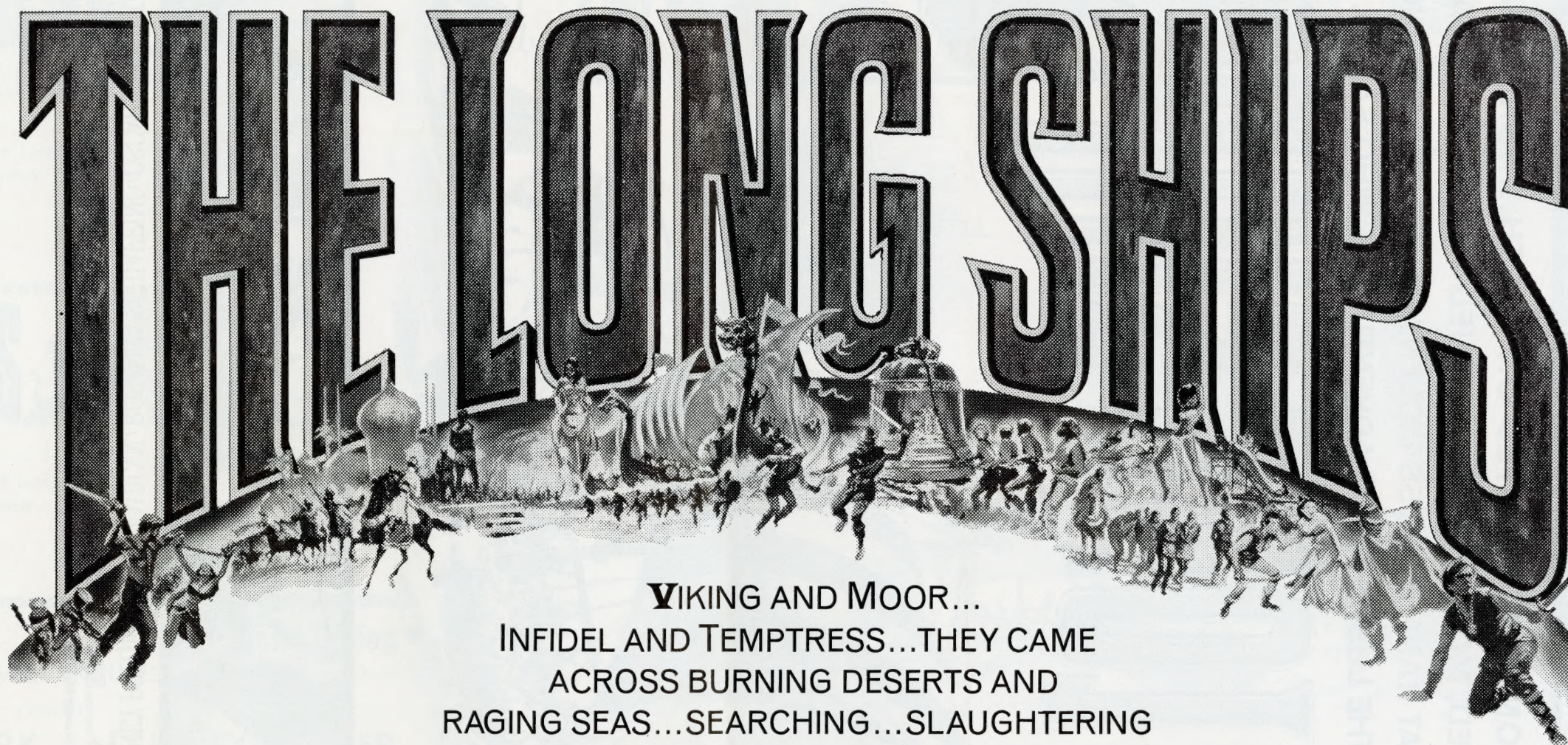


COLUMBIA PICTURES PRESENTS ACADEMY AWARD WINNER
 RICHARD WIDMARK / SIDNEY POITIER / RUSS TAMBLYN / ROSANNA SCHIAFFINO / OSCAR HOMOLKA
 "THE LONG SHIPS" CO-STARRING Edward Judd / Lionel Jeffries / Beba Loncar / SCREENPLAY BY Berkely Mather and Beverley Cross
 ORIGINAL SOUNDTRACK LP ON COLPIX Based on the novel by Frans Bengtsson / Produced by Irving Allen / Directed by Jack Cardiff / A Warwick-Avala Production / TECHNICOLOR® / TECHNIRAMA®

Ad No. 402—444 Lines (including imprint space) —4 Cols. x 77/8 Inches

**LONG WILL YOU REMEMBER
THE VIKING ADVENTURES OF...**

THE LONG SHIPS



**VIKING AND MOOR...
INFIDEL AND TEMPTRESS...THEY CAME
ACROSS BURNING DESERTS AND
RAGING SEAS...SEARCHING...SLAUGHTERING
FOR THE LEGENDARY BELL OF GOLD!**

ACADEMY AWARD WINNER
"BEST ACTOR"

COLUMBIA PICTURES PRESENTS

RICHARD WIDMARK / SIDNEY POITIER / RUSS TAMBLYN / ROSANNA SCHIAFFINO / OSCAR HOMOLKA / "THE LONG SHIPS"

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TECHNICOLOR® / TECHNIRAMA® ORIGINAL SOUNDTRACK LP ON COLPIX

Ad No. 601—756 Lines
6 Cols. x 9 Inches



OF ALL THE WONDERS CREATED ON EARTH...NONE WAS MORE TREASURED, MORE BLOOD-STAINED THAN THE GREAT GOLDEN BELL THAT RANG ACROSS VIOLENT LANDS AND RAGING SEAS...CALLING THE LUSTY VIKING ADVENTURERS WHO SAILED...

THE LONG SHIPS



**ACADEMY AWARD
WINNER!
"BEST ACTOR"
SIDNEY POITIER**



COLUMBIA PICTURES PRESENTS
RICHARD WIDMARK / SIDNEY POITIER / RUSS TAMBLYN / ROSANNA SCHIAFFINO / OSCAR HOMOLKA
"THE LONG SHIPS"
co-starring Edward Judd / Lionel Jeffries / Beba Loncar /
SCREENPLAY BY Berkeley Mather and Beverly Cross
ORIGINAL SOUNDTRACK LP ON COLPIX Based on the novel by Frans Bengtsson Produced by Irving Allen Directed by Jack Cardiff A Warwick-Avala Production **TECHNICOLOR® / TECHNIRAMA®**

Ad No. 401—704 Lines
4 Cols. x 12 Inches

THE GREATEST VIKING ADVENTURE OF THEM ALL!

THE LONG SHIPS



COLUMBIA PICTURES PRESENTS
RICHARD WIDMARK · SIDNEY POITIER · RUSS TAMBLYN · ROSANNA SCHIAFFINO · OSCAR HOMOLKA "THE LONG SHIPS"
A Warwick-Avala Production · TECHNICOLOR® TECHNIRAMA®

Ad No. 203—56 Lines
2 Cols. x 2 Inches

THE MIGHTY VIKING ADVENTURE!

THE LONG SHIPS



TECHNICOLOR® TECHNIRAMA®
A Columbia Pictures Release

Ad No. 204—28 Lines
2 Cols. x 1 Inch

THE VIKING ADVENTURERS WHO CHALLENGED THE SEAS... AND CONQUERED THE WORLD!

THE LONG SHIPS

THEY CAME
IN SEARCH OF THE
LEGENDARY GOLDEN BELL...
LUSTY WARRIORS WHO
WORSHIPPED FLESH
AND DEVILS... AS
THEY PLUNDERED
AN AGE!



COLUMBIA PICTURES PRESENTS ACADEMY AWARD WINNER
RICHARD WIDMARK / SIDNEY POITIER / RUSS TAMBLYN / ROSANNA SCHIAFFINO / OSCAR HOMOLKA "THE LONG SHIPS"
CO-STARRING Edward Judd / Lionel Jeffries / Beba Loncar / SCREENPLAY BY Berkely Mather and Beverley Cross / Based on the novel by Frans Bengtsson / Produced by Irving Allen / Directed by Jack Cardiff / A Warwick-Avala Production
TECHNICOLOR® · TECHNIRAMA® ORIGINAL SOUNDTRACK LP ON COLPIX

Ad No. 501—660 Lines (including imprint space)
5 Cols. x 9 3/8 Inches

Official Billing

COLUMBIA PICTURES 25%

presents

RICHARD WIDMARK SIDNEY POITIER

RUSS TAMBLYN ROSANNA SCHIAFFINO

OSCAR HOMOLKA 75%

in

THE LONG SHIPS 100%

co-starring

EDWARD JUDD LIONEL JEFFRIES BEBA LONCAR

Screenplay by BERKELY MATHER and BEVERLEY CROSS 50% 25%

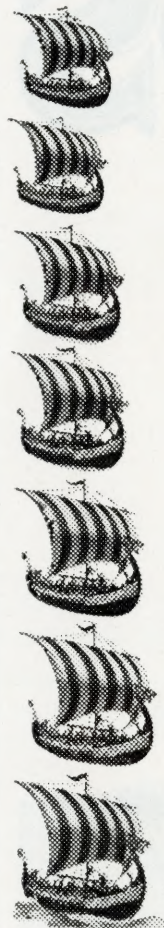
Based on the novel by Frans Bengtsson 10%

Produced by IRVING ALLEN 25%

Directed by JACK CARDIFF 25%

A WARWICK-AVALA PRODUCTION 15%

TECHNICOLOR® TECHNIRAMA® 25%



THE GREATEST VIKING ADVENTURE OF THEM ALL!

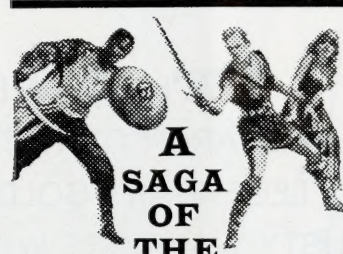
THE LONG SHIPS

SINCE
THE BEGINNING
OF TIME MEN HAVE
HUNTED THE FABLED
AND THE FABULOUS...
BUT NO PRIZE WAS
MORE TREASURED...
THAN THE GREAT
GOLDEN BELL
THAT THE
VIKINGS STAINED
WITH THE BLOOD
OF AN AGE!



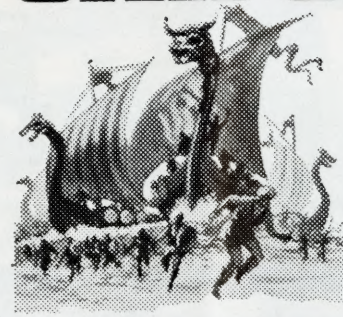
COLUMBIA PICTURES PRESENTS ACADEMY AWARD WINNER
RICHARD WIDMARK / SIDNEY POITIER / RUSS TAMBLYN / ROSANNA SCHIAFFINO / OSCAR HOMOLKA
"THE LONG SHIPS" CO-STARRING Edward Judd / Lionel Jeffries / Beba Loncar / SCREENPLAY BY Berkeley Mather and Beverley Cross
Based on the novel by Frans Bengtsson / Produced by Irving Allen / Directed by Jack Cardiff / A Warwick-Avala Production / TECHNICOLOR® / TECHNIRAMA® ORIGINAL SOUNDTRACK LP ON COLPIX

Ad No. 301—300 Lines
3 Cols. x 7 1/8 Inches



A
SAGA
OF
THE
VIKING
ADVENTURERS

THE LONG SHIPS



COLUMBIA PICTURES PRESENTS ACADEMY AWARD WINNER
RICHARD WIDMARK · SIDNEY POITIER
RUSS TAMBLYN · ROSANNA SCHIAFFINO
OSCAR HOMOLKA in THE LONG SHIPS
co-starring EDWARD JUDD · LIONEL JEFFRIES · BEBA LONCAR
Screenplay by BERKELEY MATHER and BEVERLEY CROSS
Based on the novel by FRANS BENGTSSON
Produced by IRVING ALLEN / Directed by JACK CARDIFF
A Warwick-Avala Production · TECHNICOLOR® TECHNIRAMA®

THEATRE

Ad No. 101—105 Lines
1 Col. x 7 1/2 Inches

THE LONG SHIPS

AN
ADVENTURE
OF THE
VIKING AGE!



COLUMBIA PICTURES PRESENTS ACADEMY AWARD WINNER
RICHARD WIDMARK · SIDNEY POITIER
RUSS TAMBLYN · ROSANNA SCHIAFFINO
OSCAR HOMOLKA in THE LONG SHIPS
TECHNICOLOR® TECHNIRAMA®

THEATRE

Ad No. 103—54 Lines
1 Col. x 3 7/8 Inches

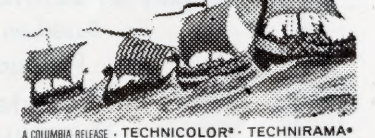
Utility Mat No. 1

includes the following ads and
publicity scene mats:

- Ad No. 101
- Ad No. 102
- Ad No. 103
- Ad No. 104
- Ad No. 105
- Ad No. 203
- Ad No. 204
- Publicity Mat 1-A
- Publicity Mat 2-A

THE LONG SHIPS

AN
ADVENTURE
OF THE
VIKING AGE!



A COLUMBIA RELEASE · TECHNICOLOR® · TECHNIRAMA®

Ad No. 104—28 Lines
1 Col. x 2 Inches

**LONG WILL YOU REMEMBER
THE VIKING ADVENTURES OF...**

THE LONG SHIPS



COLUMBIA PICTURES PRESENTS ACADEMY AWARD WINNER
RICHARD WIDMARK · SIDNEY POITIER · RUSS TAMBLYN
ROSANNA SCHIAFFINO · OSCAR HOMOLKA **THE LONG SHIPS**
CO-STARRING EDWARD JUDD · LIONEL JEFFRIES · BEBA LONCAR Screenplay by BERKELY MATHER and BEVERLEY CROSS
Based on the novel by FRANS BENGTSOON · Produced by IRVING ALLEN · Directed by JACK CARDIFF
A Warwick-Avala Production · TECHNICOLOR® TECHNIRAMA® ORIGINAL SOUNDTRACK LP ON COLPIX

THEATRE

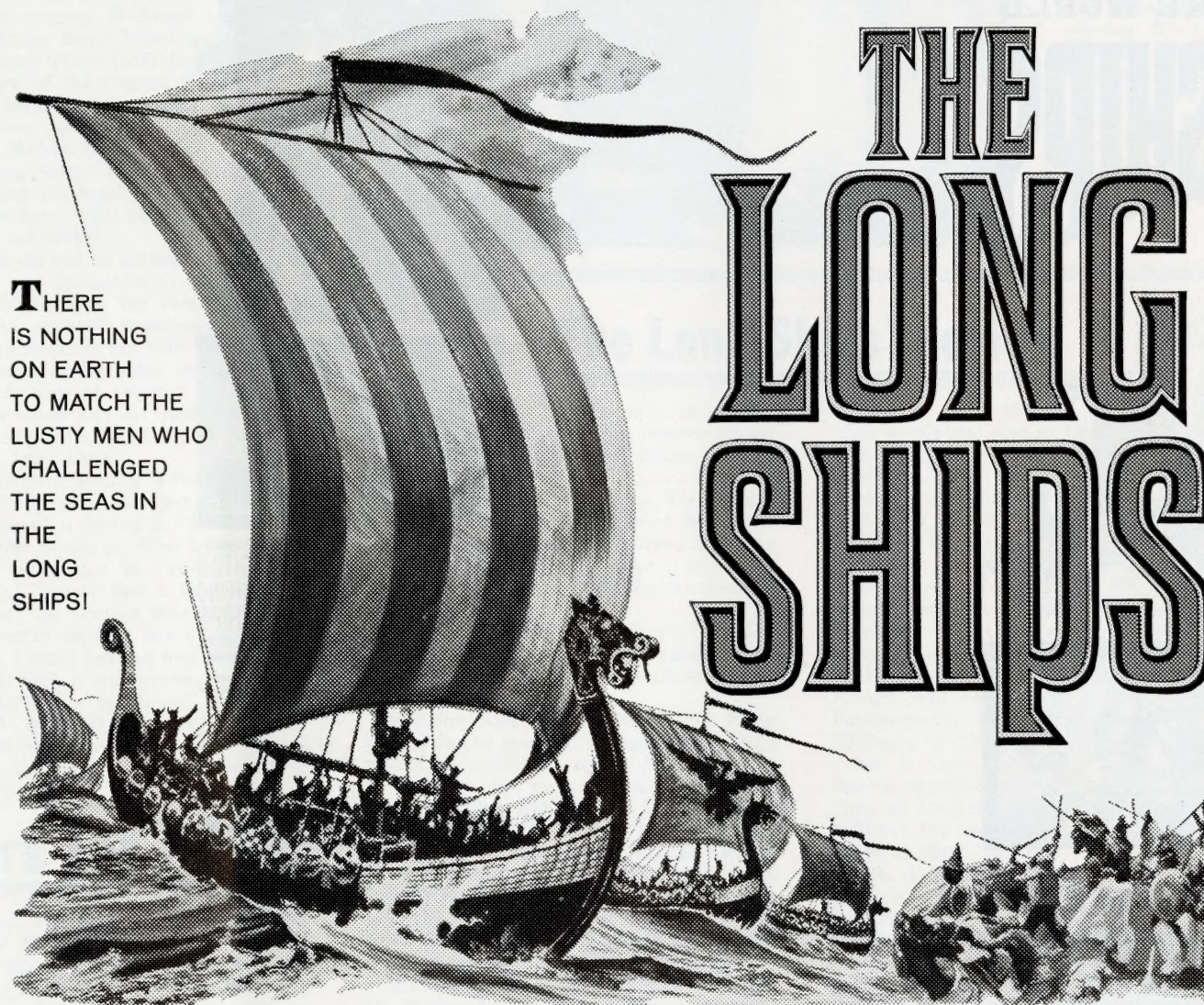
Ad No. 202—152 Lines
2 Cols. x 6 1/8 Inches



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All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 522 Fifth Avenue, New York, New York.

**THERE IS NOTHING ON THE SCREEN TO MATCH
THE MIGHTY VIKING ADVENTURES OF...**



THERE
IS NOTHING
ON EARTH
TO MATCH THE
LUSTY MEN WHO
CHALLENGED
THE SEAS IN
THE
LONG
SHIPS!

THE LONG SHIPS



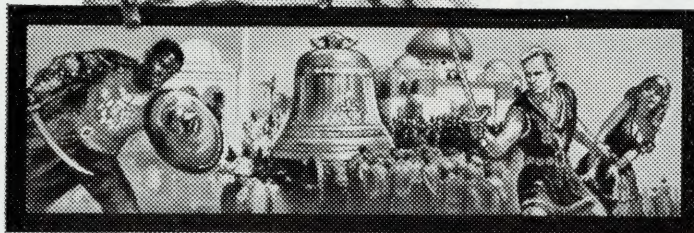
THEY FOUGHT FOR THE GREATEST
PRIZE IN ALL THE WORLD...THE
GOLDEN BELL STAINED BY
THE BLOOD OF A VIOLENT AGE!

COLUMBIA PICTURES PRESENTS ACADEMY AWARD WINNER
RICHARD WIDMARK / SIDNEY POITIER / RUSS TAMBLYN / ROSANNA SCHIAFFINO / OSCAR HOMOLKA **"THE LONG SHIPS"**
CO-STARRING Edward Judd / Lionel Jeffries / Beba Loncar / SCREENPLAY BY Berkely Mather and Beverley Cross / Based on the novel by Frans Bengtsson / Produced by Irving Allen / Directed by Jack Cardiff / A Warwick-Avala Production
TECHNICOLOR® · TECHNIRAMA® ORIGINAL SOUNDTRACK LP ON COLPIX

Ad No. 502—555 Lines (including imprint space)
5 Cols. x 7 7/8 Inches

THE VIKING ADVENTURERS
WHO CHALLENGED THE SEAS...
AND CONQUERED THE WORLD

THE LONG SHIPS



COLUMBIA PICTURES PRESENTS ACADEMY AWARD WINNER
RICHARD WIDMARK · SIDNEY POITIER · RUSS TAMBLYN
ROSANNA SCHIAFFINO · OSCAR HOMOLKA in THE LONG SHIPS
co-starring EDWARD JUDD · LIONEL JEFFRIES · BEBA LONCAR
Screenplay by BERKELY MATHER and BEVERLEY CROSS
Based on the novel by FRANS BENGTTSSON · Produced by IRVING ALLEN · Directed by JACK CARDIFF
A Warwick-Avala Production · TECHNICOLOR® TECHNIRAMA® ORIGINAL SOUNDTRACK LP ON COLPIX

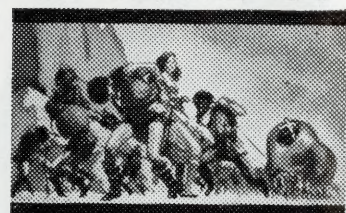
THEATRE

Ad No. 201—198 Lines
2 Cols. x 7 Inches

THE GREATEST
VIKING ADVENTURE
OF THEM
ALL!



THE LONG SHIPS



COLUMBIA PICTURES PRESENTS ACADEMY AWARD WINNER
RICHARD WIDMARK · SIDNEY POITIER
RUSS TAMBLYN · ROSANNA SCHIAFFINO
OSCAR HOMOLKA in THE LONG SHIPS
co-starring EDWARD JUDD · LIONEL JEFFRIES · BEBA LONCAR
Screenplay by BERKELY MATHER and BEVERLEY CROSS
Based on the novel by FRANS BENGTTSSON
Produced by IRVING ALLEN · Directed by JACK CARDIFF
A Warwick-Avala Production · TECHNICOLOR® TECHNIRAMA®

THEATRE

Ad No. 102—91 Lines
1 Col. x 6 1/2 Inches



Ad No. 105—16 Lines
1 Col. x 1 1/8



DO YOU KNOW...

THAT THE VIKINGS, FAMOUS NORSE SEA ROVERS, WERE THE FIRST TO DISCOVER NORTH AMERICA WHICH THEY CALLED VINLAND



— THAT THEY ESTABLISHED A COLONY THERE AND TRADED WITH THE INDIANS

THAT THEY WERE THE FIRST TO SOLVE THE PROBLEM OF SAILING INTO THE WIND

THAT THEY ALSO COLONIZED ICELAND, GREENLAND AND FRANCE.. AND THAT THEIR DESCENDANTS, THE NORMANS INVADED ENGLAND IN CRAFT DEVELOPED FROM THE LONG SHIPS...



(Detail from the Bayeux Tapestry)

THAT THEY SAILED THROUGH "THE PILLARS OF HERCULES" (STRAITS OF GIBRALTAR) PLUNDERING AND TRADING... AND...

... YOU CAN SEE FOR YOURSELF, THE KIND OF MEN THESE LUSTY VIKINGS WERE AS THEY SAIL IN SEARCH OF THE FAMOUS GOLDEN BELL OF ST. JAMES - IN



Mat No. Exploitation 1

'Long Ships' Cartoon Mat

This "Do You Know" mat, about the Vikings who sailed the long ships, should be planted in a local newspaper, on or near the comic page, or in a school newspaper. It might be used, too, as a street and theatre hand-out, printed in colored ink on colored stock.

General Advance

Ranging from rugged Northland fastnesses to the sun-warmed Mediterranean, "The Long Ships" tells a brawling, romantic story of Viking adventure and excitement in Technicolor and Technirama at the Theatre starting. Starred in the new Columbia Pictures release are Richard Widmark, Sidney Poitier, Russ Tamblyn, Rosanna Schiaffino and Oscar Homolka with Edward Judd, Lionel Jeffries and Beba Loncar co-starred.

"The Long Ships" is Poitier's first film since winning the Academy Award as best actor of the year, with his performance in "Lilies of the Field."

"The Long Ships" makes dramatic use of an ancient legend, a fabled treasure known as the Golden Bell of St. James. Made of solid gold, originally looted from Islam by the earliest Crusaders, and "as tall as three tall men," the bell has been kept carefully-concealed to the point where its actual existence is doubtful. Widmark, in the course of his seafaring, learns the location of the bell and leads a crew of Vikings to its Mediterranean location. Here, they run afoul of a Moorish Shiekh—played by Poitier—who also is determined to find and retrieve the bell. Greed motivates the Vikings; a desire to avenge their ancestors, Poitier's

Moslem legions.

Battle, murder and sudden death are major elements in the story of "The Long Ships," but there also is a wealth of romance, suspense and even comedy. Of special interest, according to advance reports, are the boisterous bacchanalia staged by the Vikings early in the film, and the zestful manner in which they storm the Shiekh's harem when, after a number of breathless combat scenes, they manage to escape from the dungeons into which they have been thrown. Of special interest, too, reportedly are the appearances of Rosanna Schiaffino as the Shiekh's chief wife, and lovely blonde Beba Loncar, a lush screen newcomer, as the Viking princess who reluctantly accompanies the sea-booters on their Mediterranean mission and herself winds up a harem beauty.

In his first costume role, far removed from the type of characterization he has previously given the screen, Poitier reportedly is superb as the handsome, determined Shiekh and soldier. He wields a sword and rides a horse with memorable grace and skill. Equally fine is Widmark, as the swashbuckling Viking who is nimble of wit and word.

"The Long Ships" was produced by Irving Allen and directed by Jack Cardiff.

'The Long Ships'

As befits the film's title, Viking long ships had to be built and manned for "The Long Ships," spectacular new adventure saga at the Theatre in Technicolor and Technirama. Richard Widmark, Sidney Poitier, Russ Tamblyn, Rosanna Schiaffino and Oscar Homolka star in "The Long Ships," a Columbia Pictures release.

"The Long Ships" is Poitier's first film since winning the Academy Award as best actor of the year, with his performance in "Lilies of the Field."

Exact replicas of the ingeniously-constructed Viking vessels were made under the supervision of Erik Kiersgaard, a Danish sea captain and an expert in Viking history. The vessels are nearly 100 feet long, and carry more than 200 men. With 52 men manning the huge double oars, the long ships can reach unbelievable speeds.

Their seaworthiness has long been attested to. The Vikings reached the North American continent long before Columbus, and established settlements here. There are some who believe the Vikings went down the St. Lawrence to the Great Lakes and as far west as Minnesota; there are others who theorize the Vikings sailed along the American coast as far as Yucatan, in Mexico.

In "The Long Ships," a Warwick-Avala production, Richard Widmark leads the Vikings south, to the stronghold of Moorish Shiekh Sidney Poitier. He and Poitier are both rivals and allies in the search

for a legendary treasure, the Golden Bell of St. James.

In addition to the ships, producer Irving Allen and director Jack Cardiff had to build for the film a sprawling Viking village and leave it standing for some eight months while it acquired the necessary "weathered" look. Also constructed was a half-mile square Moorish city.

Two king-sized interiors were constructed for major scenes.

One, a Viking feast, needed room for some 200 Vikings, 25 serving wenches and several hundred other assorted extras to plunge pell-mell into a riotous free-for-all. The girls were gleefully pursued, and captured, by the men; the men, in turn, had to defend themselves and their buxom captives from each other, from legs of mutton, chairs, jugs and similar lusty weapons of bacchanalian battle.

The other enormous interior, the Shiekh's luxurious harem, is presided over by Miss Schiaffino as Poitier's chief wife. It includes such oddments as two peacocks, a tame monkey and fifty nearly-naked harem girls. The girls, representing 19 different countries ranging from Indonesia to Israel, also included one lovely who disclaimed any national identity, claiming: "I am a gypsy." Into this spectacular set, with its breathtaking beauties, swarm the attacking Vikings, newly-escaped from Moorish dungeons and eager to conquer or to destroy.

"The Long Ships" co-stars Edward Judd, Lionel Jeffries and Beba Loncar.

Richard Widmark

Not generally regarded as a derring-do screen adventurer, Richard Widmark's performance as a Viking leader in "The Long Ships," now at the Theatre in Technirama and Technicolor, is certain to surprise and delight movie-goers . . . to the equally certain delight of the international film world which has long known the tall, blonde star as one of the screen's finest performers. In the Columbia Pictures release, Widmark stars with Sidney Poitier, Russ Tamblyn, Rosanna Schiaffino and Oscar Homolka in a spectacular saga of the rugged Norsemen in search of legendary treasure. They find it, too, along with battle and romance under the Mediterranean sun.

"The Long Ships" is Poitier's first film since winning the Academy Award as best actor of the year, with his performance in "Lilies of the Field."

Widmark turned to acting after teaching speech and dramatics at Lake Forest (Illinois) University for two years; he appeared in several Broadway productions before making his film bow as the mouth-twisted sadist with the maniacal laugh in "A Kiss of Death," a performance which made him an immediate star and which kept him type-cast as a villain for a long, long time.

Now, Widmark usually is found playing "good guy" roles: a war hero in "Halls of Montezuma," a doctor in "Panic in the Streets," Jim Bowie in "The Alamo," the American prosecutor in "Judgement at Nuremberg," to cite just a few. In "The Long Ships," he plays a fearless Viking.

Appearing in support are co-stars Edward Judd, Lionel Jeffries and Beba Loncar. A Warwick-Avala production, "The Long Ships" was produced by Irving Allen and directed by Jack Cardiff. Berkely Mather and Beverley Cross penned the screenplay, based on the novel by Frans Bengtsson.

Sailors and Steeds

More than 500 horses had to be found and trained for use in "The Long Ships," adventure spectacle in Technicolor and Technirama at the Theatre. The horses were used in a battle scene in which a shipwrecked Viking crew, led by Richard Widmark and Russ Tamblyn, stands off two charges by a company of Moorish cavalry under Shiekh Sidney Poitier.

"The Long Ships" is Poitier's first film since winning the Academy Award as best actor of the year, with his performance in "Lilies of the Field."

Even harder than training the horses was the problem of transporting them to the beaches where these scenes were filmed. Two special trains, consisting of 35 coaches, were needed for the 500-mile journey. The trip took five days because of the necessity for frequent stops for rest and exercise.

"The Long Ships" is a Warwick-Avala production, a Columbia Pictures release.



(Mat 2-A; Still No. 33) As a young Viking, Russ Tamblyn fights his way into the harem of Moorish shiekh Sidney Poitier to rescue lovely Beba Loncar. It's a scene from "The Long Ships," new Columbia Pictures release in Technicolor and Technirama, also starring Richard Widmark, Rosanna Schiaffino and Oscar Homolka. "The Long Ships" is Poitier's first film since winning the Academy Award as best actor of the year.

'The Long Ships' Review

Adventure and excitement, lusty and brawling, are among the entertainment ingredients of "The Long Ships," which opened yesterday at the Theatre. This saga of the Vikings, in Technicolor and Technirama, stars Richard Widmark, Sidney Poitier, Russ Tamblyn, Rosanna Schiaffino and Oscar Homolka, a superbly-chosen cast in performances that thunder across the screen.

"The Long Ships" is Poitier's first film since winning the Academy Award as best actor of the year, with his performance in "Lilies of the Field."

Rousing and spectacular, "The Long Ships" is the story of a desperate voyage and bitter conflict, a search for legendary treasure on the part of the free-booting Vikings. The treasure is the long-lost Golden Bell of St. James, known as the Mother of Voices. Reportedly as tall as three tall men and fashioned of solid gold looted from Islam by the earliest Crusaders, the bell is eagerly sought by the Norsemen in their long ships and by the Moslem people, led by their Sheikh.

Widmark leads the Vikings; Poitier, the Moors. In his first costume role, completely divorced from the type of picture in which he has won so vast a reputation, Poitier is sheer delight as the powerful, ambitious and determined Moor. Widmark, in turn, is equally fine as the ad-

venturing Norseman, a man as nimble with words and wits as he is with a sword. The clash between the two, as presented in "The Long Ships," is more than a battle of titans; it is a conflict between men who might have been friends and allies if it were not for their warring needs.

There are moments of extraordinary comedy sandwiched among the sequences of fierce combat and glowing beauty, extraordinary in that they are in perfect keeping with the film's might and pageantry and color. One of these is the bacchanalian revel engaged in by the Vikings, in their Northern village; another is their invasion of the Moorish harem presided over by Rosanna Schiaffino, as Poitier's chief wife. There are moments of sheer horror, of blood-curdling torture, of spectacular battle. And there is, throughout, a motion picture completely satisfying in its effectiveness.

Russ Tamblyn plays Widmark's younger brother, acrobatic and handsome, and Oscar Homolka, their bibulous father. Co-starred are Edward Judd, Lionel Jeffries and lovely blonde newcomer Beba Loncar.

Irving Allen produced "The Long Ships," a Warwick-Avala production for Columbia Pictures release.

'Long Ships' in Dangerous Seas

Filming of sea action sequences for "The Long Ships," Viking adventure spectacle at the Theatre in Technicolor and Technirama, took place while several speedy motor launches, carrying experienced shark hunters armed with rifles and harpoons, patrolled the area. However, Russ Tamblyn was the only member of the cast or crew actually to

meet a shark—while skin-diving on a day off. He didn't wait around to be introduced.

Other stars in "The Long Ships," a Columbia Pictures release, are Richard Widmark, Sidney Poitier, Rosanna Schiaffino and Oscar Homolka. Edward Judd, Lionel Jeffries and Beba Loncar co-star in the Warwick-Avala production.

Sidney Poitier

Sidney Poitier "has it made."

Which is to say, he plays his first costume role in a motion picture, "The Long Ships," now at the Theatre in Technicolor and Technirama, as a Moorish Shiekh. The part is the first Poitier has played which was not especially written for a Negro.

"Up to now," Poitier says, "all my 'play-acting' in films and on stage has been an accurate reflection of my own life and problems. Now, I'd like to dabble in a bit of romance, period stories and historical epics, and pour a little inner fury into swinging a sword and charging around on a horse." This he does a plenty in "The Long Ships," a story of Vikings whose search for legendary treasure brings them to his own sun-warmed stronghold. Richard Widmark, Russ Tamblyn, Rosanna Schiaffino and Oscar Homolka also star in "The Long Ships."

Long identified with contemporary race-relations films, Poitier was the first Negro male star ever to win an Oscar as "best actor of the year" for his performance in "Lilies of the Field." Other of his films include "The Defiant Ones," "Blackboard Jungle," "Edge of the City," "All the Young Men," "Porgy and Bess," "Raisin in the Sun," "Paris Blues" and "Pressure Point."

Co-starred in "The Long Ships" are Edward Judd, Lionel Jeffries and Beba Loncar. Irving Allen produced the Warwick-Avala production, and Jack Cardiff directed. The film is based on the novel by Frans Bengtsson.

The Golden Bell

The Golden Bell of St. James, sought by the Vikings in "The Long Ships," now at the Theatre in Technicolor and Technirama, is described in Norse legend as being "as tall as three tall men." Richard Widmark, Sidney Poitier, Russ Tamblyn, Rosanna Schiaffino and Oscar Homolka star in "The Long Ships," where the Golden Bell actually is found.

"The Long Ships" is Poitier's first film since winning the Academy Award as best actor of the year, with his performance in "Lilies of the Field."

According to the story, the Golden Bell, also known as the Mother of Voices, was cast of solid gold looted by the Crusaders from all Islam. Carefully concealed by the monks, even the fact of its existence moved into legend until the Vikings heard the story and sought the Golden Bell. Also hunting the treasure were the Moslems, who wanted to avenge their ancestors. It is this search, and this rivalry, which encompasses the action and adventure of "The Long Ships."

To meet the needs of the film's script, eight Golden Bells were constructed, in varying weights, of fibreglass and of styrofoam. The bells measured 12' 6" in height, 12' 3" in circumference. All the bells were covered with gilt. Total cost, \$75,000.

Russ Tamblyn

If there's one thing Russ Tamblyn can't stand, it is still. With nothing to do, he'll turn cartwheels, do handstands, climb a flagpole or otherwise find some physical exercise to absorb him. As an actor, Tamblyn isn't standing still, either; his screen career has been climbing steadily ever since he first burst out of "kid" roles.

Currently, Tamblyn stars in the Theatre's spectacular new adventure film, "The Long Ships," Technicolor-Technirama saga of the Vikings. Also starred are Richard Widmark, Sidney Poitier, Rosanna Schiaffino and Oscar Homolka; co-stars are Edward Judd, Lionel Jeffries and Beba Loncar. Tamblyn plays a young Viking who, with Widmark, sails in search of the legendary Golden Bell and finds not only the treasure, but plenty of battle, murder and sudden death in the stronghold of a Moorish Shiekh.

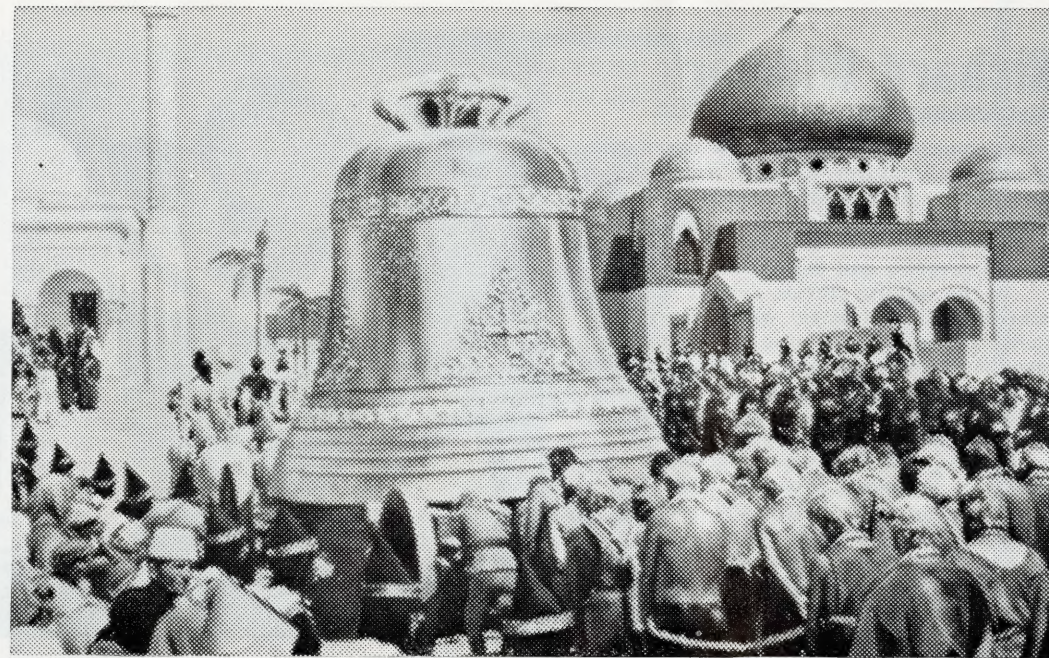
A child star from his first screen appearance, as "The Boy With Green Hair," Tamblyn's pre-film training included singing, acrobatics, juggling, piano and drum playing, a magic act and dancing; he paid for his own dancing lessons by selling newspapers. "Seven Brides for Seven Brothers" took Russ past his childhood stardom, and he has appeared in such pictures as "West Side Story," "The Wonderful World of the Brothers Grimm," "How the West Was Won," "The Haunting" and, now, "The Long Ships."

"The Long Ships" is Poitier's first film since winning the Academy Award as best actor of the year, with his performance in "Lilies of the Field."



(Mat 1-A; Still No. 49) Richard Widmark as a Viking and Rosanna Schiaffino as the wife of a Moorish Shiekh find much to discuss in "The Long Ships," Columbia Pictures' adventure spectacle in Technicolor and Technirama. Also starred are Sidney Poitier, Russ Tamblyn and Oscar Homolka.

(Mat 3-A; Still No. 90) The legendary Golden Bell of St. James, sought for and fought for by both Vikings and Moslems in "The Long Ships," new adventure spectacle in Technicolor and Technirama, is brought in triumph into the Moorish stronghold, with the Viking prisoners chained behind it. The new Columbia Pictures release stars Richard Widmark, Sidney Poitier, Russ Tamblyn, Rosanna Schiaffino and Oscar Homolka. "The Long Ships" is Sidney Poitier's first picture since winning the Academy Award as best actor of the year.



The Vikings of 'The Long Ships'

The Vikings return to lusty life in "The Long Ships," now at the Theatre in Technicolor and Technirama. Richard Widmark, Russ Tamblyn and Oscar Homolka are among the redoubtable Norse adventurers; Poitier plays a Moslem Shiekh who is their bitter enemy and Rosanna Schiaffino also stars as Poitier's chief wife.

"The Long Ships" is Poitier's first film since winning the Academy Award as best actor of the year, with his performance in "Lilies of the Field."

The Vikings were Scandinavian sea rovers—Norwegian, Swedish, Danish—who ravaged England, France, Germany, Ireland, Italy and Spain some thousand years ago. They explored and settled in Greenland and Iceland, tried and failed to settle in America. Adventurous, daring and destructive, the Vikings also were skillful seaman and efficient shipbuilders. Their "long ships" carried them to every corner of the known world.

They did not spend all their time at sea or in raiding; they planted crops in the spring before they set out on raids; returned in midsummer to harvest them, and then returned to their seafaring. They

Oscar Homolka

Add to Oscar Homolka's distinguished list of stage and screen characterizations his present appearance in "The Long Ships," at the Theatre in Technicolor and Technirama. He plays a lusty, laughter-loving Viking chieftain, in a cast which also stars Richard Widmark, Sidney Poitier, Russ Tamblyn and Rosanna Schiaffino.

Homolka, considered one of the world's finest character actors, appeared in well over 400 plays before he was 30, becoming an important European stage star

before the arrival of Hitler led him to flee Austria. He was starred in British plays and films and then, in 1937, came to Hollywood for a film. Homolka became an American citizen on Christmas Day, 1942.

Among his films are "Rage in Heaven," "Mission to Moscow," "The Seven Year Itch," "The Key," "The Tempest" and "War and Peace." He played Uncle Chris in both the stage and film versions, winning an Oscar nomination for his performance.

fished, made salt or tar, built ships and constructed metal tools and weapons. Or, they engaged in lusty bacchanalian revels. Their long ships were comparatively small, between 70 and 300 feet long, propelled by oars or a single sail. The vessels went everywhere, and the crews gleefully attacked anyone.

The ferocity of the Vikings has led to the present English word "berserk," from the Viking word "berserker" or warrior. The Vikings attacked, killed, robbed, burned and then escaped, with ruthless and consummate skill.

In "The Long Ships," Widmark leads the Vikings in desperate search for the fabled Golden Bell of St. James. Not only the Mediterranean peoples suffered from the Viking raiders, or the nations on the Atlantic Ocean. They sailed up all the rivers of Europe, and they journeyed deep into what is now Russia. The very name is believed to stem from the name of a Viking tribe, the Rus or Rhos. From Russia, the Vikings worked down to the Black Sea, and to Istanbul.

"The Long Ships" is a Warwick-Avala production, produced by Irving Allen and directed by Jack Cardiff.

Jack Cardiff

The son of music hall comedians, British-born Jack Cardiff was a child actor in films before becoming an assistant cameraman. With the advent of color, he was one of six important British cinematographers chosen for training in Hollywood by the Technicolor Company.

Cardiff directed "The Long Ships," now at the Theatre in Technicolor and Technirama, with Richard Widmark, Sidney Poitier, Russ Tamblyn, Rosanna Schiaffino and Oscar Homolka starred. "The Long Ships" is Poitier's first film since winning the Academy Award as best actor of the year, with his performance in "Lilies of the Field."

Cardiff's first color photography assignment was "Wings of the Morning," the first Technicolor picture produced in England, and he later was chosen to film the first Technicolor film made in France, "Main Street of Paris." He was the cinematographer on "Caesar and Cleopatra" and "Black Narcissus," which won him the Academy Award. Subsequent films included "Red Shoes," "The African Queen," "War and Peace" and "The Prince and the Showgirl."

Advance Notice

"The Long Ships," starring Richard Widmark, Sidney Poitier, Russ Tamblyn, Rosanna Schiaffino and Oscar Homolka, opens at the Theatre. A saga of spectacular adventure in the time of the Vikings, "The Long Ships" is a Columbia Pictures release in Technicolor and Technirama. Co-starred in the Warwick-Avala production are Edward Judd, Lionel Jeffries and Beba Loncar. Irving Allen produced the film which was directed by Jack Cardiff. The screenplay by Berkely Mather and Beverley Cross is based on the novel by Frans Bengtsson.

Rosanna Schiaffino

Dark-eyed and sultry Rosanna Schiaffino is starred as the chief wife of a Moorish Shiekh in Columbia Pictures' new spectacle adventure, "The Long Ships," now at the Theatre in Technicolor and Technirama. Sidney Poitier plays the Shiekh and Richard Widmark the tall, blonde Viking leader who attracts her attention. Russ Tamblyn and Oscar Homolka also star in the saga of a Viking search for legendary treasure, and Edward Judd, Lionel Jeffries and Beba Loncar co-star.

"The Long Ships" is Poitier's first film since winning the Academy Award as best actor of the year, with his performance in "Lilies of the Field."

Miss Schiaffino, last seen as the Sicilian

peasant girl involved in a deeply dramatic interlude with Vincent Edwards, in "The Victors," was born in Genoa where, at the age of 15, she won the "Miss Genoa" title in a beauty contest. On her way to the coveted "Miss Italia" title, she was disqualified when her age was discovered; the minimum age requirement was 18.

The storm of publicity that resulted led to work as a model, and roles in several Italian films. These, in turn, brought Rosanna stardom in Italian, French, German and Spanish pictures.

"The Long Ships" was produced by Irving Allen and directed by Jack Cardiff. A Warwick-Avala production, the film's screenplay was written by Berkely Mather and Beverley Cross.

Beba Loncar

Beautiful, blonde and green-eyed, Beba Loncar is a 20-year-old making her American screen bow as the daughter of a Viking chief, in the spectacular new Columbia release, "The Long Ships," at the Theatre. Starred in the Technicolor-Technirama adventure spectacle are Richard Widmark, Sidney Poitier, Russ Tamblyn, Rosanna Schiaffino and Oscar Homolka. Miss Loncar co-stars in the Warwick-Avala production along with Edward Judd and Lionel Jeffries.

"The Long Ships" is Poitier's first film since winning the Academy Award as best actor of the year, with his performance in "Lilies of the Field."

"The Long Ships," a saga of a thousand years ago when the Vikings sailed for treasure in dangerous seas, sets Widmark

and Poitier in desperate competition, the former as a fearless Norse adventurer seeking the legendary Golden Bell, and the latter as a powerful Moorish Shiekh who also wants the bell for his stronghold and Miss Loncar for his harem.

In a motion picture which teams lusty Viking girls and bacchanalian revels with diaphanously-clad harem lovelies from all over the world, Miss Loncar's breathless beauty is certain to make her an international star. Filmdom is aware of her talent; she has acted, sung and danced in a number of films which won special attention at the Cannes Film Festival. One of her pictures, "The Ninth Circle," was an Oscar nominee.

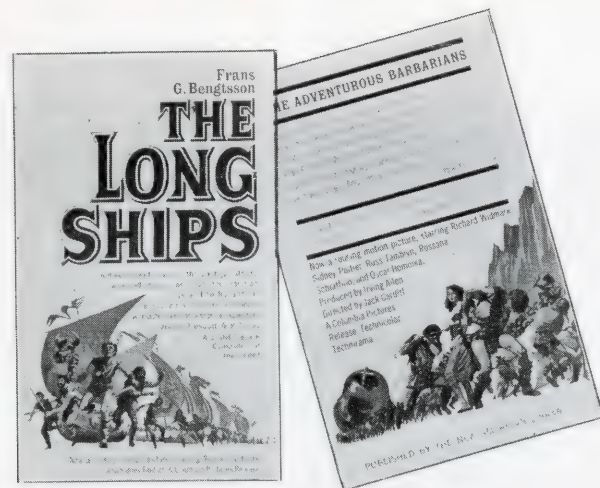
"The Long Ships" was produced by Irving Allen and directed by Jack Cardiff.

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For Newspaper Planting!

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— With Stills! —

From: Exploitation Department
Columbia Pictures Corporation
711 5th Ave., New York, N. Y. 10022



THE BOOK

A paperback version of Frans Bengtsson's "The Long Ships" has been issued by Signet Books, with front and back covers carrying full picture and star credits, and key film art. New American Library, publishers of Signet Books, plans a nationwide campaign around the paperback keyed to release of "The Long Ships." Work the following:

- Tear the pages out of copies of the book, rubber-stamp them with your credits in red and distribute as teasers to advance patrons, and in the street. Page numbers might be used in a "lucky number" stunt.
- Provide wraparounds plugging your engagement.
- Photostat up the book cover and make a large size replica of the book, with theatre and playdate critics, radio/TV interviews, etc.
- Distribute copies of the book to newspaper critics, radio/TV interviewers, VIP'S, etc.
- Offer copies of the book as contest prizes.
- Use a pressbook ad in preparing bookmarks.
- Blow up pages of the book for a lobby display, accompanied by stills showing the action described on the page.

HAREM BEAUTIES!

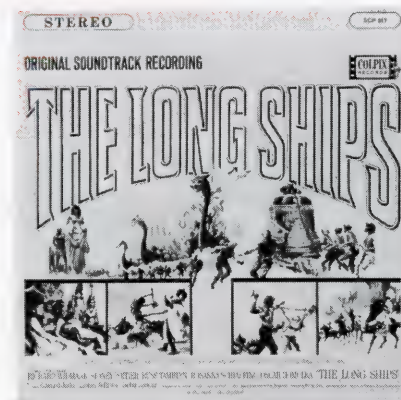
What better reason for a beauty contest—elaborately-staged and publicized—than the fact that, in "The Long Ships," Rosanna Schiaffino plays a Shiekh's chief wife and Beba Loncar is the shipwrecked Viking girl who is chosen as the latest addition to his harem? Use Still No. 54, showing some of the harem girls, and Still No. 81, showing Rosanna Schiaffino in harem costume. Contestants should be garbed as "harem girls", and the winners might receive promoted merchandise prizes.

STREET BALLY

Dress a bearded man and an attractive blonde girl in Viking and harem costumes, respectively, and send them through main business and shopping streets, and wherever youngsters congregate. Sign on Viking's back should carry your message: "See What Happens When Viking and Harem Beauty are Brought Together by 'The Long Ships'!, etc."

COLPIX SOUNDTRACK ALBUM

Colpix Records is issuing both a 45 rpm single of "The Theme from 'The Long Ships,' Parts I and II" and a soundtrack album (illustrated here). These Charles Albertine recordings of the music from "The Long Ships" will be given a major promotional campaign, involving disc jockeys, dealer windows and in-store displays, consumer and trade advertising, etc., all keyed to release of the picture.



SCANDINAVIAN SUPPORT!

A wide variety of merchandising tie-ups, promotions and stunts can be worked around a phrase like "From the Land of The Long Ships"—specifically, the Scandinavian countries of Norway, Denmark and Sweden. For example:

- Travel agency and "travel" promotions like luggage and travel wear.
- Stores handling Danish butter, Swedish furniture, Norwegian sardines and similar "national" products.
- Restaurants specializing in smorgasbord, or capable of preparing particular dishes "From the Land of the Long Ships."
- Library and book store displays around the theme.
- Norwegian, Swedish and Danish organizational support, including consular and other representatives of those nations.

A number of manufacturers, stores and service organizations use the name "Viking" in their corporate title. Check your telephone book now for such local organizations, and see how they can be fitted into your campaign on "The Long Ships," via window displays, co-op ads, mailers, etc.

VIKING CLUBS

A number of communities have Scandinavian-American or Viking Clubs, whose members are of Scandinavian descent; work with the officers in every way possible, looking towards mutually-satisfactory publicity. At the same time, if your community is located in an area where a large segment of the population is of Swedish, Danish or Norwegian descent, be sure to send appropriate publicity—and an ad or two—to their foreign-language newspapers.

VIKING DISPLAY!

Weapons and armor of the Viking period may be on display in local museums, or in the possession of private collectors and dealers. Arrange for a display of this material, in your lobby or in a cooperating department store, with news coverage as extensive as possible.

THE STARS OF 'THE LONG SHIPS'

Considerable excitement can be generated around "The Long Ships" simply by showing the stars as they appear in the film. Use them in an advance lobby display, out-front current, with identifying names:

Still Nos. 67, 69, 82—Sidney Poitier and Rosanna Schiaffino	Still Nos. 44, 136—Richard Widmark
Still Nos. 138, 141—Russ Tamblyn and Beba Loncar	Still No. 81—Rosanna Schiaffino
Still Nos. 36—Sidney Poitier and Beba Loncar	Still No. 28—Oscar Homolka
Still No. 134—Sidney Poitier	Still No. 8—Beba Loncar
	Still No. 59—Lionel Jeffries
	Still No. 13—Clifford Evans

THE GOLDEN BELL

The Golden Bell of St. James, the legendary treasure sought by both Richard Widmark and Sidney Poitier in "The Long Ships," offers a number of unusual campaign approaches . . . for example, a gilded bell, as large as possible, swinging in your advance lobby with the line: "Is This the Fabled Treasure Sought by 'The Long Ships'?" Other "bell" approaches might include:

- Special promotion in a department store around their bells in stock.
- Arrange for radio/TV interviews and performances by bell-ringers, including those from local churches.
- A "famous bells in history" write-in contest. Use Still No. 90 (Mat 3-A) in your publicity.

In connection with these suggestions, effective use might be made of the Colpix Records album, "Let Freedom Ring," which is a recording, with narrative, of various bells famous in American history.

. . . OUT OF HISTORY!

Long before Columbus, Vikings sailed "The Long Ships" to America, and there even is a theory that they explored the St. Lawrence River and the Great Lakes, going as far west as Minnesota. "The Long Ships" voyaged the navigable rivers of Europe, reached deep into Russia, explored the Mediterranean and may have gone further, along the coast of Africa. The point is, of course, the journeyings of the Vikings and "The Long Ships" can make for fascinating school, TV and newspaper material; there are numerous books on the subject. Also of interest is the Smithsonian Institution announcement, in November last year, of the unearthing of a pre-Columbian Viking village in Newfoundland; local newspaper clippings of this story should be blown-up for special lobby and window display.

SAIL 'THE LONG SHIPS'

Is your community located on an ocean, lake or river? If it is, then a maritime promotion is a virtual "must". Using an ordinary sail or motorboat, put your message on the sides of the vessel . . . on the sail . . . on a pennant streaming from the mast . . . whatever is practical, and see-worthy!



Mat No. Exploitation 2

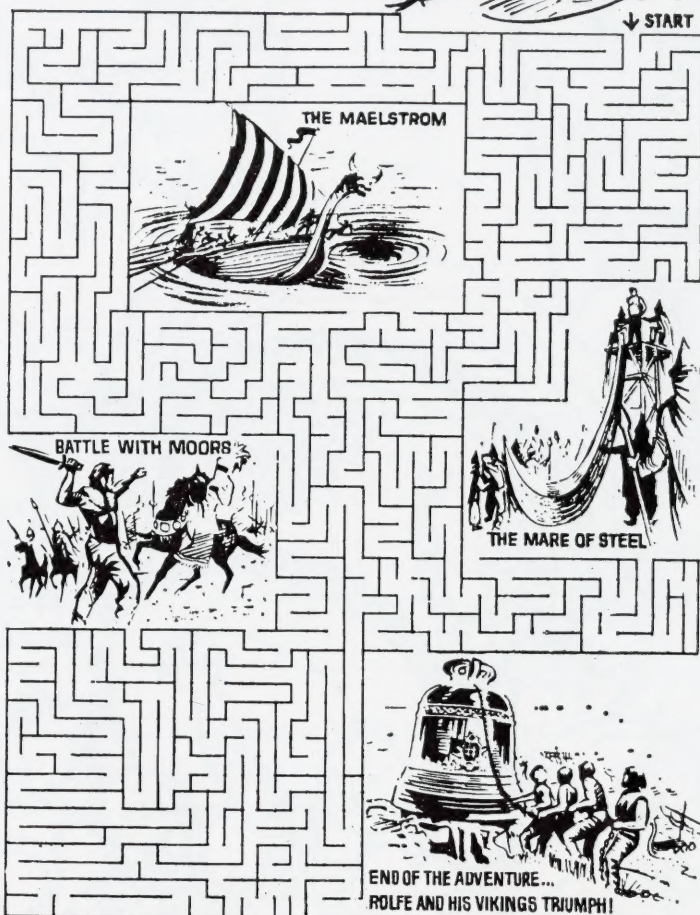
Color-In Mat

A scene from "The Long Ships," when the fabled Golden Bell of St. James hurtles down a cliff, dragging many of the Vikings to their doom, has been used in this 2-Column color-in mat. Plant the mat in local newspaper, or use it on supermarket shopping bags . . . as a handout wherever children assemble . . . as a street and theatre herald. Be sure to include picture and playdate credits.

Follow

The Long Ships

in their exciting quest for the richest prize of the Ancient World



Mat No. Exploitation 3

'Long Ships' Adventure Maze

This 2-Column maze can be used in a newspaper, or printed on throwaways for general distribution. Add credits, of course.

**Lift Flap for Additional
Exploitation**



'LONG SHIPS'

TIE-UP WITH AURORA MODEL KIT

Shown above is the cover of the "Viking (Long) Ship" plastic model package as it will appear in toy and hobby shops across the country, with a "rough" of the wraparound crediting "The Long Ships." In addition, the Aurora Plastics Corp., makers of this and other scale models, plans point-of-sale material and will alert its distributors to the importance of tying-in with local playdates . . . on window and counter displays . . . model-building contests . . . co-op advertising, etc. Work with the hobby shops . . . and the young hobbyists . . . in your territory! For additional information, write direct to:

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Att.: Mr. Wm. Silverstein

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TEASER TRAILER: Use well in advance of regular National Screen trailer, and for cross-plugging. Order from National Screen Service.

TRANSCRIPTIONS: A variety of spot announcements, all open end for local commentator to add theatre credits. Available on a single disc. Order through your Columbia exchange; transcription will be mailed from New York.

TV TRAILERS: A wide variety, all perfect for your TV campaign, with space for local announcer to add theatre and playdate information. Each has a final frame for super-imposed visual credits, if desired. Order direct from: Exploitation Dept., Columbia Pictures Corp., 711 Fifth Avenue, New York, N. Y. 10022.

PHOTO STORY: Story of film in stills and captions. Sent with your credits direct to cooperating newspaper or TV program. Order from: Columbia Pictures Publicity Dept., 711 Fifth Avenue, New York, N. Y. 10022.

DISPLAYS: 9' x 12' Flag: single face: \$110. Badge: 40c; Streamer: 17' long, \$16.50 each; Valance: \$1.65 per running foot; minimum length, 10-foot. 12 pennant string, assorted fluorescent colors, 30' long, \$3.50 per string. Bumper strip: \$1.00 each, minimum order 15. Order from National Flag Co., 43 West 21 Street, N. Y., N. Y. 10010.

TELOPS: Information about telops, style and prices, may be obtained by writing direct to QQ Title Card Co., 247 W. 46 Street, N. Y., N. Y. 10036.

Two TV Featurettes!

Four-minute film featurettes on "The Long Ships," for television planting: "Twentieth Century Vikings," training of the 'Vikings,' and "School for Horses," on the training of the horses used in battle scenes. Order direct from Exploitation Department, Columbia Pictures Corp., 711 5th Ave., N. Y., N. Y. 10022. The film featurettes will be sent direct to cooperating television station and personality; please supply his name, program and station address.

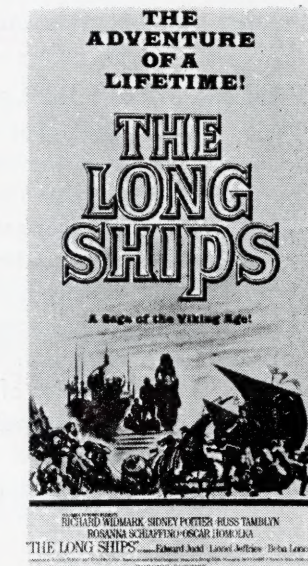
ACCESSORIES



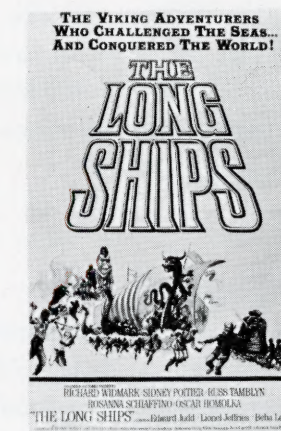
24-SHEET



6-SHEET



3-SHEET



1-SHEET

- 24 SHEET
- SIX SHEET
- THREE SHEET
- ONE SHEET
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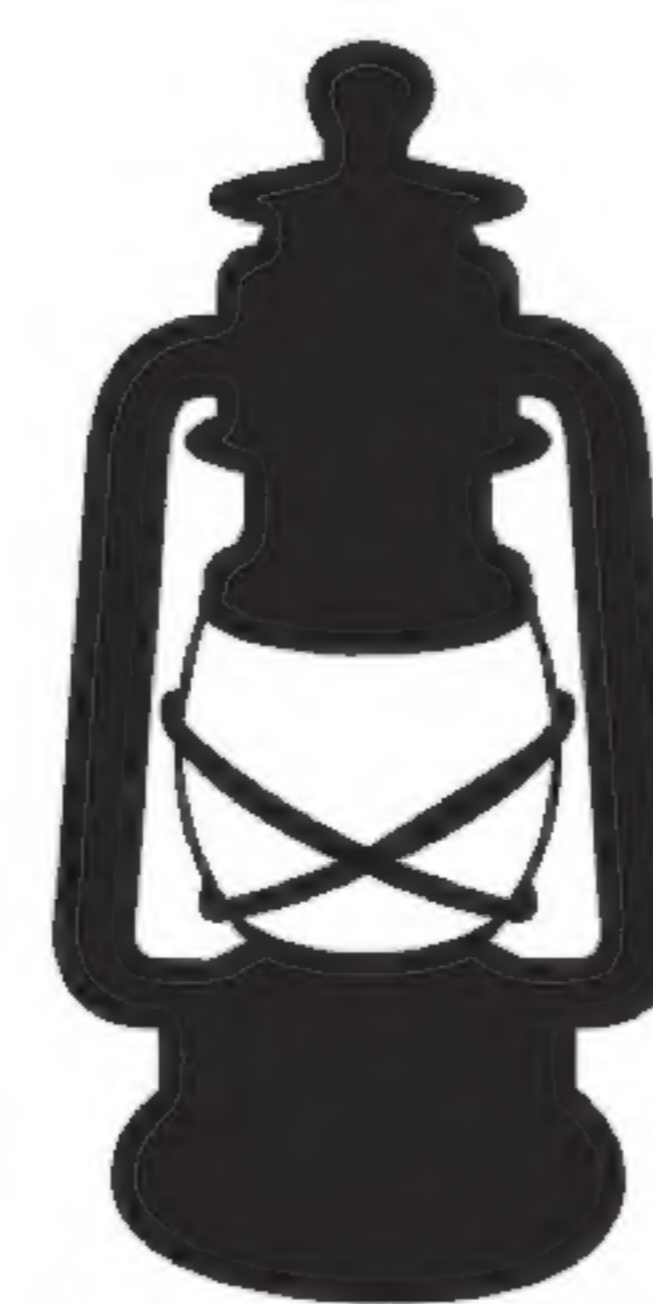
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